

318ti Club Sport
Exclusive Editions



BMW
Individual

If serious fun is what you're looking for, we have a sports coupe designed especially for you.

Presenting the 318ti Club Sport – BMW's spirited antidote to rampant compromise. Revel in the true essence of BMW performance, piloting this exciting new three-door coupe built expressly for the discerning enthusiast – you.

The 318ti Club Sport is a special limited-edition model with the stirring performance you'd expect from BMW M GmbH. Its styling, handling and interior accommodations are exclusive to the Club Sport, and – you'll be pleased to learn – at an affordable price that you might not expect to find in a BMW of this quality. Bottom line: It's one irresistible package for those who demand a car personalized to their style of driving and living.

What qualifies the 318ti Club Sport for a coveted position in the Exclusive Edition series? The genius and technical wizardry of BMW M, creators of the world-renowned M3. The base 318ti chassis, powertrain and interior plus a brilliant combination of M modifications sharpen response on the road while delivering distinctive style inside and out.

Aggressive. Purposeful. In looks as well as in technical details, the 318ti Club Sport will never blend into the crowd – no matter how exotic the company. The distinctive aerodynamic style that sets this coupe apart from all competitors starts with a bold M design front spoiler, and broadcasts its intent with M sport mirrors* and rocker sill moldings. Its special rear apron, similar to the M3's aero package, reduces lift and drag. Handling performance benefits from the 16-inch round-spoke alloy wheels and 225/50 VR 16 tires.

*European mirrors shown. (The U.S. version 318ti Club Sport will feature the M3's distinctive M mirrors.)



The unmistakable shape of practical performance.

Superb ride, masterful control. The 318ti Club Sport takes challenging road conditions in stride with custom-engineered M sport suspension. Calibrated for precise cornering and confident steering response, and armed with stiffened shock absorbers and springs, this car carves corners with the balance and poise for which BMWs are justly famous. The exterior and interior styling emphasizes the sports character of the car; the aerodynamics are similar to the M3, reducing drag and lift for enhanced driving performance. The 318ti Club Sport is as much fun for everyday duty as it is for that cross-country adventure you've been dreaming about.

318ti CLUB SPORT

Interior: Millpoint Red M cloth center seat panels, door and back side trim; black Montana leather side bolsters and headrests, with red stitching.
Exterior: Available in Jet Black or Bright Red.

Special Features

Interior: BMW sport seats, sport steering wheel, shift knob with M logo.

Exterior: M sport mirrors, M sport suspension, fog lights.

M aerodynamic package: Front spoiler, rocker sill moldings, rear apron with diffuser.

Sport and support. Deeply contoured sports seats in the 318ti Club Sport provide the support that makes long trips a comfortable pleasure. Ingeniously designed with centers that are softer than the side bolsters, these seats help hold you in place as cornering forces build. Special red, millpoint patterned upholstery on the seat centers and door panels boldly offset the handsome black Montana leather side bolsters and headrests. Matching red stitching on the leather adds another unique and sporting touch to the interior.



Room to suit your lifestyle. Efficient space and easy access are its special virtues. With seating for five and generous leg and headroom, the three-door 318ti Club Sport blends form and function. Wide front doors invite entry to the spacious rear seat. And the rear door offers cargo loading ease that conventional trunks just can't match.

A stance with attitude. One look and you know this one's meant to gobble up the turns. Round-spoke 16-inch alloy wheels, fitted with aggressive 225/50 high-performance rubber, make it clear that the Club Sport is eager to take on curves.



Flexible. Versatile. That's the "ti". There's plenty of room for people plus cargo - 15 cu.ft. of storage space with the rear seats up - plus the security of a detachable cover that conceals contents from view. When life demands bigger moves, the split rear seats fold down - just one, or both seats - to create wide-open space for bulky items. Loading is easy, thanks to the low sill height of the rear door. So whether it's a mountain bike or a mountain of gear, the 318ti Club Sport swallows it in style.

Sculptured. Sporty. An unmistakable signature of M style, the 318ti Club Sport wears the same sleek side mirrors that define the silhouette of the M3.



M Cars: The Ultimate BMWs

The Exclusive Edition 318ti Club Sport is a product of the BMW Individual program, a limited-production series developed by BMW M GmbH – the renowned motorsport subsidiary that created the M3 Coupe. Committed to building cars for the driving enthusiast, BMW M designs specialized performance and style modifications for those drivers who'll settle for nothing less than the ultimate driving experience.

Under its former name of BMW Motorsport, the M division generated some of the world's most highly acclaimed machines, including the legendary M1 sports car, the M6 coupe and the M5 sedan. Today, this division also coordinates and conducts BMW racing activities, and provides research and development for some of the world's most advanced vehicles, such as the BMW V12-powered McLaren F1 supercar.



BMW M's race-proven expertise provides the basis for BMW's legendary sports car technology and styling.

This singular focus on peak performance is reflected in the limited-production BMW Exclusive Editions. Each model provides personalized style and performance for discerning drivers. Built with the same commitment to leading-edge performance and durable value that has characterized BMW cars since the days of the legendary 2002tii, the Exclusive Edition carries on BMW's tradition of automobiles built for the pure satisfaction of driving.

BMW M's racing 318ti Club Sport, campaigning in Belgium.

BMW – the ultimate driving machine.®

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